



What is High Fidelity?

When a stereo system delivers high fidelity sound you know it instantly. The system conveys the feeling and emotion you normally experience only at a live performance. It's real music, it's a thrill, and you're hooked because it sounds right and it feels good! Tone, dynamics and control are the essence of this high fidelity sound.

Tone makes it sound like the instruments are there in the room with you. With authentic tone a violin sounds like an instrument made out of wood, not tin. Tone is delivered when the harmonic information remains intact and uncorrupted by the equipment.

Dynamics create the 'you are there' feeling. Live music is uncompressed with huge dynamic range. When the trumpet player blasts his horn you feel it in your teeth. Real music is explosive and involving. You need dynamic range to create the illusion of realism.

Control is the foundation that transforms sound into music. When an amplifier controls the speaker well notes start and stop accurately, the music is precise, fast, in time. You can follow individual instruments playing different parts and you can feel the emotion of the performance.



Quieter Power Supplies for Better Sound

It's easy to make a great sounding amplifier and it's easy to make a high powered amplifier. But it's extremely difficult to make a great sounding high powered amplifier. As the amp produces higher power the transformer needs to be larger. A transformer is a motor which makes electrical and mechanical noise. The higher the amplifier power the larger the transformer needs to be and thus the more noise it puts into the audio circuit.

Chord has developed their own highly innovative ultra-high-frequency power supplies that run at 80,000Hz instead of the typical 60Hz. These power supplies are extraordinarily efficient so they can develop huge amounts of power without the need for massive noisy transformers. Thus Chord amplifiers don't suffer from this usual trade-off and the result is a very powerful amplifier with an incredibly low noise floor that doesn't corrupt the delicate audio signal.

To illustrate, Chord's 500 watt amplifier uses a custom ceramic core transformer you can hold in your hand and the amp is light enough to be carried by one person. Whereas with a typical 500 watt amp the transformer is so heavy that moving the amplifier requires three people sliding it across the floor on a carpet!

Huge Power Reserves for Ultimate Control and Slam

Dynamic Coupling is another highly innovative technology developed by Chord. It entails an electrical connection between the amplifier's positive and negative power rails. When a typical amplifier can't deliver all the power demanded by the music, the amplifier 'clips', and does not play, that part of the music. When clipping occurs you hear distortion. Harsh and nasty. You might be very surprised to discover how often your amp is clipping. Many people are unaware when their amp is clipping.

With Chord's ingenious dynamic coupling technology, instead of clipping the music Chord amplifiers take power from the opposite power rail. Thus Chord amplifiers have vast reserves of instantly delivered power without distortion. Chord amplifiers deliver seemingly endless power for huge dynamic headroom, precision and control over even the most difficult to drive loudspeakers.

Custom MOSFETS for Natural Tone

Many high quality amplifiers use Bipolar output devices because they sound better than MOSFETS. Chord believed that, theoretically, MOSFETS should be the best sounding output devices. However the best MOSFETS available did not perform anywhere near the theoretical capability. So Chord engineers designed their own and had them custom built. As you can appreciate, developing custom built MOSFETS is an expensive undertaking. But that's the kind of company Chord is: when the best available components limit performance Chord engineers design their own, thus leading the state-of-the-art.

As a result, all Chord amplifiers are MOSFET sliding bias Class AB designs. However unlike ordinary solid state devices Chord's proprietary MOSFETS have a soft turn on turn off characteristic. This unique innovation allows Chord amplifiers to emulate the natural tonality typical of the best pure Class A tube amps.

It's Not Just Another Amplifier – It's a Chord!

For those who desire a no-compromise musical performance there is Chord Electronics. Endowed with true state-of-the-art proprietary technologies, Chord amplifiers exist without peer and really can create the illusion of a live performance in your home.

Unlike other amplifiers Chord delivers the authentic tone, subtlety and musicality of the finest tube designs with the massive dynamics, speed, control and slam of the world's best solid state. That's why Chord is the choice for the top sound professionals at Skywalker Sound, BBC, Abbey Road, Sony, Decca, Quad, EMI, Deutsche Grammophon and many more.

